

## **Description of the Invention**

The present invention in its primary embodiment, in a Retail store, processes the scan of a barcode as a data input, then conducts a query of a database, then selectively outputs text, graphics, messages and/or coupons.

Specifically, in its primary embodiment, moveable "device"s are positioned at various locations within a Retail store commonly called a Point of Decision

Fig. 3 (56), namely the point where Shoppers make the final decision on what to buy, for those familiar in this business; these locations being for example, the door entry, the end of a merchandise aisle, commonly called an "end-cap" for those familiar in this business, merchandise shelves, outside displays and customer service desks. Then, the present invention takes the scan of a barcode as a data input, then conducts a query of a database, then selectively outputs text, graphics, messages and/or coupons for the Shopper's current visit

The present invention references existing solutions, components and systems commonly used for other applications, specifically, devices commonly called "Price Checkers" or "Price Verifiers" which are used by Retailers to give Shoppers a display of a product's price, when the product barcode is scanned at the device.

These devices when combined with printers and controllers, and configured for wireless communications, form a moveable "device" as described in the present invention. The present invention thus extends the original use of said existing solutions, components and systems by adding a printer to obtain coupon printing

capability, this capability specifically enabled by the present invention's addition of hardware controllers, being a component of the moveable "device"

The present invention further extends the original use of said existing solutions, components and systems by conducting 2 way communications, by assigning a network address, commonly called an IP address for those familiar in this business in order to identify the "device" on the network, this capability specifically enabled by the present invention's use of network addressing to establish and maintain 2 way remote wireless communications with the moveable "device". Fig. 7

The present invention further extends the original use of said existing solutions, components and systems by detecting interruptions in power supply in order to maintain live communications, this capability specifically enabled by the present invention's use of network communications to establish and maintain 2 way remote wireless communications with the moveable "device". Fig. 6

The present invention, in these and other ways is a non-obvious system for delivering targeted coupons and incentives, advertising messages, text displays of product and other information, based on existing solutions, components and systems.

The present invention is also unique in that most prior claims refer to marketing activities at the POS checkout Fig. 3 (50), but not at a Point of Decision Fig. 3 (56), namely the point where Shoppers make the final decision on what to

buy, for those familiar in this business; these locations being for example, the door entry, the end of a merchandise aisle, commonly called an "end-cap" for those familiar in this business, merchandise shelves, outside displays and customer service desks, and in those cases where reference is made to the Point of Decision, the marketing activities are inextricably linked to the Shopper passing through the checkout to complete the marketing activity, such as checking a database of the Shopper's information to deliver an electronic promotional offer which in the present invention is not the case. In the present invention the coupon is issued and the Shopper redeems it as any other coupon. The present invention is also unique in that prior claims that do refer to marketing activities at a Point of Decision Fig. 3 (56), are generally interactive kiosks with menu screens so Shopper's can actively select menu items to obtain information or offers of some type, which in the present invention is not the case. In the present invention, the coupon is issued based on the solution's decision system and the Shopper does not have any opportunity to use a menu to make a coupon selection, with the exception of pushing a button to activate the generation of a coupon, in lieu of scanning a product barcode or scanning a frequent shopper or loyalty card.

In addition, the present invention in a different embodiment is positioned just in front of the POS checkout lane Fig. 3 (50), to take the scan of a barcode as a data input, then conducts a query of a database, that database specifically NOT

being the transaction POS checkout system, then selectively outputs text, graphics, messages and/or coupons. This embodiment is different from prior claims in that offers generated by the present invention, are independent of the actual basket of goods to be paid for at the POS checkout, and the present invention is not integrated with the POS checkout system. Notwithstanding this uniqueness from prior claims, this embodiment is different from the present invention's operations at the Point of Decision, because in this embodiment the shopper has most likely made their purchase decision already, and is checking out, and any promotional coupon issued would be for the Shopper's future visit.